

## **MSU EXTENSION VEGETABLE AREA OF EXPERTISE GOALS AND OBJECTIVES:**

**Goal #1:** Promote healthy lifestyles by supporting the expansion of the Michigan vegetable industry to assure an abundant supply of safe, nutritious, locally-grown vegetables to the citizens of the State.

### Objectives:

- 1) To provide vegetable growers with timely, environmentally sound, research-based information on how to manage emerging and existing pest problems.
- 2) To provide vegetable growers with information and management skills necessary to select superior plant varieties well adapted to their growing and marketing conditions and that provide the highest possible yields and quality at the lowest possible cost.
- 3) To provide vegetable growers, processors and packers with information necessary to manage water resources efficiently and in accordance with all State and Federal rules and regulations.
- 4) To provide vegetable growers with current, research-based information on how to maintain and preserve high soil nutrition and quality in an environmentally sound manner.

**Goal #2:** Support developing entrepreneurs in the vegetable growing, packing, processing and marketing industries by helping them to manage their businesses in a more profitable manner.

### Objectives:

- 1) To assist vegetable growers, packers, processors and marketers in management, recruitment and training of employees and in achieving compliance with all State and Federal Laws relating to labor.
- 2) To provide all entrepreneurs involved in the vegetable production and marketing system with cutting edge, research-based advice on how to market their products in a more profitable manner.
- 3) To assist vegetable growers in complying with all federal, state and local environmental or land use regulations.
- 4) To assist vegetable producers and marketers in short and long-term economic planning.

**Goal #3:** Build leadership in the vegetable industry that will allow that industry to expand and to compete on a regional, national and global basis.

### Objectives:

- 1) To encourage and assist industry leaders and potential industry leaders in developing skills necessary for the role of industry leader
- 2) To provide opportunities for them to interact with industry leaders and researchers from other production areas in an effort to keep leaders of the

Michigan industry at the cutting-edge of the knowledge curve.